

Accuracy, Not Speed, Primary Factor in the Mass Production Of Cars, Says Chevrolet Head

By W. S. KNUDSEN
 President Chevrolet Motor Co.
 Upsetting a popular notion that speed is the most vital factor in quantity production, experience in motor car building proves that accuracy is much more important. It is a fact, that accuracy is the factor of speed.

Precision governs production with a milled fist. Every operation must bow to its mandate. Without it speed is a futile gesture.

In order to keep the great assembly line moving on schedule—in order to give speed a chance—every part and every operation must be letter perfect.

The greater the speed desired, the more, precision must be the standard of accuracy. Slight defects are more easily detected because of the perfection required for quantity production. An imperfect part or a piece of imperfect workmanship may hold up the entire production line, causing a financial loss that may be gauged only by the delay.

By the same token, quality must rise to a high standard. Materials must be of proven merit to pass successfully through the various operations.

Quality and accuracy in the final product are guaranteed by the fact that machines and fixtures are so constructed that a part will not fit unless it is built precisely to specifications.

Uncertain quality and indifferent workmanship make quantity production immediately impossible. The two work to opposite purposes.

Today's precision-built automobile reflects the progress achieved in the science of manufacturing. The advance has been general, with no particular price class having a rightful claim to the distinction of showing the greatest improvement.

The small low-priced motor car of today should use materials equal to those in more expensive cars, but in smaller quantities proportionate to the size of the car. The smaller cars, carrying more passenger weight in proportion to their own weight, must necessarily use material of a sufficient high grade and quality to carry the strain of smaller sections with the same high factors of safety.

Appearance of the lower-priced motor car today must parallel that of the higher-priced and longer-lived model.

The invention of the Perkyvin finish and the great forward strides in the development of upholstery materials have made this possible. Smart, durable materials now offered in the low-priced car show a great advance over the less durable and underfinished materials

which were the only ones possible at the price a few years ago.

Attractive hardware, plate glass and carpets are possible today in any price class, so that the discriminating buyer in selecting a car in the low-price field may expect all of these features harmoniously arranged in the car of his choice.

The Chevrolet Motor Company is fully mindful of the responsibilities which quantity production imposes upon the manufacturer. Quality and accuracy have always been held foremost in its manufacturing standards.

To this policy the company credits the increasing public confidence which is being shown in the Chevrolet car. Quite naturally, the company is grateful for the nation-wide acceptance of its product.

The Chevrolet company will continue in 1927 to provide in its product the best material the market affords. Chevrolet uses alloy steels where they are necessary, never expecting after-treatments of the steel to provide a quality not there at the start.

Material throughout the car is selected for its inherent quality and designed to withstand the strain of the hard usage a car with distribution in every state in the Union must receive.

Workmanship on the Chevrolet car depends on two factors—the quality of the machines on which the work is performed, and the skill of the men who operate them. Factory equipment is the best and most modern that money can buy.

During the last five years the Chevrolet Motor Company has spent \$18,000,000 for new precision machinery and tools, scrapping without hesitation any older machines which could be replaced with improved or more accurate ones.



Torrance scouts conducted their February rally in the auditorium of the elementary school last Friday evening, 52 scouts and a number of parents and interested friends being present.

Troop No. 3, Robert Lewellen scoutmaster, won three of the five major contests and was awarded the rally pennant, the three being: the presence of parents; knotting, with John Jones as the winning contestant; and signaling, with Charles Ruppel as sender and Richard Pullman as receiver.

The friction fire contest was won by Charles Kissinger, Troop No. 4, who produced a blaze from a standing start in 42 seconds. The Troop 4 detarii—Raymond Flood, Robert Hannon, and Charles Kissinger—won the honor of presenting the American flag at the opening and closing ceremonies.

Second class badges were presented to Clarence Carpenter, Charles Faulkner, Stanley Gilbert and Jack Ross, Troop No. 1, and to Albert Bartlett and George Gibson, Troop No. 3. Merit badges were presented to John Jones, Richard Pullman and Charles Ruppel, Troop No. 3, and to Raymond Flood, Merton Gilbert and Egbert Merrill, Troop No. 4. Star badges, representing the approval of at least five merit badges, were presented to Charles Ruppel, Troop No. 3, and to Raymond Flood and Merton Gilbert, Troop No. 4.

The swimming campaign that is being conducted in the Anderson plunge in San Pedro on Monday evenings was in evidence at the rally in the presentation of swimming ribbon awards to ten Torrance scouts and in the award of Junior Red Cross life saving badges to Albert Bartlett and Richard Pullman, Troop No. 3.

Two outstanding events of the evening in the matter of presentations were the investiture ceremony by which Russell Quigley, Troop No. 1, was made a scout and presented with appropriate badges and neckerchief, and the presentation of an Eagle badge, the highest rank in scouting, to Robert Rollcroft, Troop No. 3. These two scouts represented scouting in a peculiar way, the attaining of the initial rank, the beginning, and the highest rank, the accomplishment of the goal before every scout.

After the conclusion of the regular program a number of games were played and, with Troop No. 4 as the hosts, cake and cocoa were served. The next rally will be conducted on Friday evening, March 25, 1927, with Troop No. 1 as the hosts for the evening.

The Torrance Boy Scout drum

and fire corps has resumed activities, with practices on Thursday evenings between 6 and 7. All of the 25 instruments have been taken and a waiting list has been started. The practices are under the direction of the district commissioner, with Raymond Flood as drum instructor, Dallas Danford as bugle instructor, and Frank J. Schumacher in charge of drill.

The harbor district camp at Portunese Harbor will be open next Saturday and Sunday under the personal direction of the district commissioner. All bunks have been engaged, but pup tents are available for those who wish to use them. The usual program of camp activities, including test passing, will be conducted.

An effort is being made to organize a mountain hike for Torrance scouts under the leadership of James H. Scott, information about which will be available through the troops and the schools.

Under the new point system for tests passed and advancement made, the February record for the three Torrance troops up to and including Saturday, Feb. 19, 1927, is as follows: Troop No. 1, 51 points; Troop No. 3, 53 points; and Troop No. 4, 93 points.

RADIO LECTURE
 Next Sunday at 2 p.m. there will be broadcast over KHJ from Philharmonic Auditorium, Los Angeles, a lecture on Christian Science by John Randall Dunn, C.S.B., of Boston, Mass., a member of the board of lecturership of the mother church, the First Church of Christ, Scientist, in Boston, Mass.

Mr. and Mrs. John Brand of Los Angeles were dinner guests Sunday of Mr. and Mrs. Charles Gunster.

Quality Market Stages Big Sale Friday, Saturday

Formal Opening to Celebrate Great Success of Torrance Store

Quartered in one of the most attractive food stores in Torrance, the Quality Market will celebrate its second anniversary Friday and Saturday with a formal opening and sale. The new store at Portola avenue and Redondo boulevard comprises twice the space of former quarters. It is attractively appointed and decorated and includes all the modern equipment available.

O. M. Howard of the grocery department and L. G. Barkdull of the meat department have made a phenomenal success since opening the market two years ago, and are taking the occasion of their second anniversary to express their gratitude for their large patronage by staging an anniversary sale and offering many fine gifts and demonstrations to customers.

Samples of specially prepared foods will be given away. Each visitor will receive a free shopping bag. Mr. Howard and Mr. Barkdull are announcing the anniversary sale in a large display advertisement in this issue. The advertisement contains a list of the food bargains and gifts.

SPECIAL MEETING
 A special meeting of the Torrance Retail Association will be held Friday afternoon at 1 o'clock at the Torrance library. All members please attend.

BIRTHS
 At Torrance hospital, Feb. 21, to Mr. and Mrs. L. C. Randles, a girl, Mr. and Mrs. Randles, formerly of Lamita, now live at 2325 El Dorado.

In Los Angeles, Feb. 21, to Mr. and Mrs. F. C. Galbraith of 227 Arlington avenue, a daughter, Kathleen Marie.

CURTAINS
 Schaeffer's Department Store at Redondo Beach will bring samples of drapery materials to your home, measure and cut your curtains without charge. They also make up curtains at a nominal price.—Adv.

THESE VALUES

PROVE THAT
Highest Quality---Lowest Price
 IS ALWAYS FOUND AT
SCHAEFFERS
 Opposite Woolworth's—REDONDO BEACH

Friday, Saturday, Monday SPECIALS—Feb. 25-26-28

BARONETTE SATIN 75c Yd.	Men's Fine Quality DRESS SHIRTS \$1.00	SCHOOL MIDDIES Finest Quality Regular \$1.95 Value \$1.59
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HATS Made to Order Remodeled—Retrimmed

HEAVY WROUGHT IRON STANDS 20 Different Designs	BRIDGE LAMPS Complete \$3.95	Large Size PARLOR SHADES While They Last
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Full Fashioned Silk Hose
Popular Colors
Regular \$1.95 Value—Special \$1.00 Pair

Regular \$1.69 OVERALLS \$1.00	Regular \$2.50 Value MEN'S KNIT UNION SUITS \$1.00
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MEN'S E. & W. LINEN COLLARS \$1.00 per Doz.	HOUSE DRESSES Fast Color Gingham, English Print, and Percale. Reg. \$1.29-\$1.49 89c
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OTHER STORE-WIDE VALUES WITH NO ROOM FOR MENTION
STORE OPEN EVERY DAY AT 8 A. M.

FORMAL OPENING

and
SECOND ANNIVERSARY SALE

QUALITY MARKET

FRIDAY AND SATURDAY, FEB. 25 AND 26

Celebrating the Opening of Our Fine New Home, 2171 Redondo Blvd.

GROCERY DEPARTMENT
 C. M. Howard, Mgr.

MEAT DEPARTMENT
 L. G. Barkdull, Prop.

We have the most complete stock of Fresh and Cured Meats, Lunch Meats, Pickles and Relishes in Torrance; and it is kept Fresh and Sweet with the most modern and up-to-date refrigeration system.

SPECIAL SALE and DEMONSTRATION of Swift's Premium Ham and Bacon
 with Free Samples of Baked Ham
ALL DAY SATURDAY

FREE SHOPPING BAGS TO EVERYBODY
 —AND—
 1/2 lb. Our Pure Pork Sausage } Free
 or
 1 lb. Compound Lard }
 With every purchase of \$1.00 or more

Food Demonstrations
 To Be Held
 FRIDAY
 and
 SATURDAY
 in Grocery Department
 HOLSUM BREAD
 HOSTESS CAKES
 BISHOP'S COOKIES
 AND CRACKERS

Kellogg's One Cent Sale

1c. Saturday Only	1c.
1 Pkg. CORN FLAKES	1c
1 Pkg. PEP	1c
1 Pkg. ALL BRAN	13c
1 Pkg. NEW OATA	15c

All for 30c

Regular 51c Value All 4 Packages For Only 30c

FREE With Purchases of \$1.00 or More
FREE You Will Receive FREE
 1/2 lb. "Our Special" Blend Coffee and
 1 Pkg. Log Cabin Tea Biscuits
FREE **FREE**

REDUCED PRICES FOR OPENING, Friday and Saturday

7 bars WHITE KING Soap	25c
No. 1 Soft Shell Walnuts, lb.	30c
1 Large Package White Mystery Cleaner	45c
And One 12c Package FREE	

Fruits & Vegetables
 Miss Romona Shelby

Special for Friday and Saturday Sale

Pippin Apples, 10 lbs.	25c
RED SEAL Burbanks, 6 lbs.	25c
All Bunch Goods, 3 for	10c
Iced Lettuce	5c
Tomatoes, lb.	10c
Roman Beauty, Jonathan and Winesap Apples, 4 lbs.	25c

Swift's Premium Plain Hams, whole or half, lb. 36c
Swift's Premium Skinned Hams, whole or half, lb. 39c
Swift's Premium Bacon, whole or half, lb. 48c
Pure Lard, 1-lb. cartons, each 20c

Two for 35c
 Compound Lard, 1-lb. cartons, each 15c
Two for 25c

Eastern Bacon, whole or half, lb. 33c
Eastern Bacon, sliced, lb. 35c
Lean Fresh Hamburg Steak, lb. 18c
Lean Fresh Beef Stew, lb. 20c
Rolled Rib Roasts, lb. 25c
Boneless Rolled Veal Roasts, lb. 25c

Plenty of Fresh Dressed Poultry and Rabbits
SPECIAL PRICES ON ALL FRESH MEATS FOR THIS OPENING-ANNIVERSARY SALE
 Come in and see our New Market and Get Acquainted with us and our way of serving you. Come!

118 So. Catalina St. Redondo Beach Ph. Redondo 7581

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